



4th Floor, 140 West St, Sandown, Sandton, 2196



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Job Description: Senior Copywriter

Nerdware is proud to be on the lookout for amazing talent to join our team!

About Nerdware

Nerdware is an award-winning Digital Full Service Agency focused on Technology, Strategy, Design, PR, Media, and Content.

"We develop digital experiences that transform brands and grow businesses."

Our mission is to empower our clients to learn more about, understand better, and interact more efficiently with their customers and stakeholders using our holistic, multi-channel marketing platform equipped with a range of powerful and integrated tools.

About the role

We seek a Senior Copywriter to orchestrate impactful marketing content across various channels. You'll spearhead original copy and slogans for campaigns, refine junior writers' work, and ensure a consistent brand voice online. We encourage you to apply if you excel at weaving informative and engaging narratives, possess web content experience, and have an outstanding portfolio (of published pieces) showcasing your skill.

Responsibilities

- Create compelling and imaginative copy for various marketing materials, including advertisements, websites, social media posts, email campaigns, video scripts, product descriptions, and blog articles. Media release copywriting is a requirement.
- Work closely with the marketing team to comprehend project requirements, target audience, and brand guidelines to produce impactful and relevant content.
- Conduct comprehensive research on industry trends, products, services, target audiences, and competitors to stay current and ensure that the copy is accurate and competitive.
- Write persuasive and engaging copy that effectively conveys key messages and promotes brand awareness, customer engagement, and conversions.
- Review and refine copy to ensure accuracy, clarity, consistency, and brand voice and guidelines adherence.
- Collaborate with designers, content creators, and other stakeholders to produce cohesive and visually appealing content that aligns with the overall marketing strategy.
- Keep up-to-date with industry best practices, emerging trends, and new technologies to continuously improve copywriting skills and contribute innovative ideas.
- Manage multiple projects concurrently while meeting deadlines and ensuring high-quality deliverables.



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- Mentor junior copywriters by providing constructive feedback and helping them develop their skills.

Requirements

- Bachelor's degree in English, Journalism, Marketing, or a related field.
- Minimum of 5 years of experience in copywriting, preferably in an agency or marketing environment.
- Proven portfolio of successful copywriting campaigns and projects across various industries.
- Familiarity with industry-specific style guides and best practices.
- Knowledge of digital marketing strategies and trends.
- Experience with social media platforms, SEO, and content management systems.
- Strong understanding of consumer behavior and market trends.
- Ability to adapt to changing priorities and deliver results in a fast-paced, dynamic environment.
- Exceptional written and verbal communication skills, with an eye for detail and grammar.
- Exceptional storytelling abilities, with a flair for crafting engaging narratives.
- Solid understanding of brand identity, target audience, and effective messaging.
- Familiarity with technology terminology and the ability to communicate complex ideas simply and persuasively.
- Strong research and analytical skills to support data-driven content strategies.
- Proficiency in grammar, punctuation, and style guidelines.
- Ability to adapt to different brand voices and writing styles.
- Self-motivated with a strong work ethic and a passion for innovation and creativity.
- Ability to work well in a team and independently, with excellent time management skills.
- Deadline-driven with a can-do attitude.
- Proactive and adaptable mindset, thriving in a fast-paced environment.

What Nerdware will bring you?

- A smart, passionate, and fun team to collaborate with.
- A flexible working environment where we encourage forward-thinking and nurture ideas.
- We promote excellence at all levels in all roles and will work with you to ensure you are given every tool to succeed.



We look forward to meeting you!

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